



There *is* a better way to break into international markets

The Branded Program!

MIATCO and Food Export USA – Northeast offer companies like yours a great way to promote your products overseas and gain international marketing exposure. All you have to do is qualify and apply!

Qualifying for the Branded Program

If you or your domestic export agent is a small company (according to the SBA) or an agricultural producer cooperative; are incorporated in the U.S.; have products that are at least 50% U.S. agricultural content by weight (exclusive of added water and packaging); and have rights to your brand name, then you qualify! More **Branded Program** information, eligibility requirements, pre-qualification forms, and past/current program status are all available online at www.brandedprogram.org. Now you need to apply—it's so easy!

Applying for the Branded Program

You've got to hurry because the 2003-2004 **Branded Program** applications are due before the new fiscal year begins on October 1. You simply have to know what you'd like to get reimbursed for during the program year. Read more about what is eligible for cost-share below. Go to www.brandedprogram.org today!

Using the Branded Program

After applying and being approved for the **Branded Program**, you may be reimbursed up to 50% of your eligible international marketing expenses. Some of your overseas importers' and distributors' costs may also be eligible! Eligible costs include:

- Advertising and public relations
- Product demos and in-store promotions
- Freight costs for samples
- Exhibit fees at approved domestic tradeshows
- Package and label modification (if required by country law)
- Some overseas tradeshow expenses
- Product literature and point-of-sale materials

Bringing you the Branded Program

The Mid-America International Agri-Trade Council (MIATCO) and Food Export USA – Northeast are non-profit organizations, composed of member state agricultural promotion agencies, that help Midwestern and Northeastern food and agricultural companies promote their products in foreign markets. For more information about MIATCO or Food Export USA – Northeast, contact us at:



MIATCO: 312.334.9200 or
www.miatco.org



Food Export USA – Northeast:
215.829.9111 or www.foodexportusa.org

(We prohibit discrimination in employment and services. Persons with disabilities who require alternative means for communication of program information or to acquire our full non-discrimination policy, contact us.)

I'd Like More Information on the Branded Program!

Go to www.brandedprogram.org to pre-qualify! Or fill out the form below and fax it to 312.334.9230.

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<i>Name</i>	<i>Company</i>	<i>State(s) of Operation</i>	
<hr/>		<hr/>	
<i>Street Address</i>	<i>City</i>	<i>State</i>	<i>Zip</i>
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<i>Phone</i>	<i>Fax</i>	<i>Email</i>	